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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 9 titles deal with the following topic: (1) the implications of Foucault's archeological theory of discourse for contemporary rhetorical theory and criticism, (2) isolating the behavioral correlates of deception, (3) the influence upon rhetoric of major philosophic changes in the concept of reason, (4) a neuropsychological framework for the assessment of competing theories of rhetoric as epistemic, (5) an integrated theory of public opinion, (6) international communications and the political economies of developing nations, (7) Reaganomics and the rhetorical emergence of the corporate citizen, (8) a rhetorical perspective for the study of scientific discourse, and (9) philosophical and psychological presuppositions in four theories of listening to rhetoric. (HTH)

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Abstracts of the following dissertations are included in this collection:

Cooper, Martha D.
THE IMPLICATIONS OF FOUCAULT'S ARCHAEOLOGICAL THEORY OF DISCOURSE FOR CONTERMPORARY RHETORICAL THEORY AND CRITICISM

DeTurck, Mark Allen
DECEPTION AND AROUSAL: ISOLATING THE BEHAVIORAL CORRELATES OF DECEPTION

Finkel, Candida A.
REASON AND RHETORIC: THE INFLUENCE UPON RHETORIC OF MAJOR PHILOSOPHIC CHANGES IN THE CONCEPT OF REASON

Harbert, Kathy Lynn
A NEUROPSYCHOLOGICAL FRAMEWORK FOR THE ASSESSMENT OF COMPETING THEORIES OF RHETORIC AS EPISTEMIC

Lashin, Yassin Ahmed
TESTING THE SPIRAL OF SILENCE HYPOTHESIS: TOWARD AN INTEGRATED THEORY OF PUBLIC OPINION

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THE UNCONSCIOUS CONSPIRACY, REAGANOMICS AND THE RHETORICAL EMERGENCE OF THE CORPORATE CITIZEN

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A RHETORICAL PERSPECTIVE FOR THE STUDY OF SCIENTIFIC DISCOURSE

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SOME PHILOSOPHICAL AND PSYCHOLOGICAL PRESUPPOSITIONS IN FOUR THEORIES OF LISTENING TO RHETORIC

THE IMPLICATIONS OF FOUCAULT'S ARCHAEOLOGICAL THEORY OF DISCOURSE FOR CONTEMPORARY RHETORICAL THEORY AND CRITICISM

Order No. DA8419579

COOPER, MARTHA D., PH.D. *The Pennsylvania State University*, 1984. 269pp. Adviser: Gerard A. Hauser

Two trends in contemporary rhetorical scholarship provide justification for this study. First, rhetorical critics have suggested a need for methods that can describe and interpret rhetorical practice in order to generate theories of rhetoric. Secondly, rhetorical theorists have indicated the need to explore the relationships between both rhetoric and knowledge and rhetoric and social relationships.

Michel Foucault's archaeological theory of discourse addresses both concerns of contemporary rhetoricians. In order to describe systems of knowledge and to reveal systems of power, Foucault has developed a method for describing discursive practice. He suggests that discourse is properly understood as a series of discrete events whose production is managed by society. Therefore, a description of these discursive events may produce a better understanding of systems of knowledge and power in those societies in which the discourse was produced. Foucault's interest in discursive practice and the relationship between that practice and knowledge and power suggests that his theory and method may be relevant to rhetorical scholarship.

This study explores the implications of Foucault's archaeological method of describing discourse for contemporary rhetorical theory and criticism. His theory of discourse and method for describing discursive events are explained. This theory and method is compared to contemporary rhetorical theories and methods of criticism. Finally the archaeological method is applied to a body of contemporary public discourse in order to further understanding of the theory itself and to illuminate contemporary rhetorical practice.

The study suggests that Foucault's method provides a way to describe rhetorical practice that is not wholely dependent on rhetorical theories generated by observation of rhetorical practice in previous ages. In addition, the interpretations of discursive practice yielded by Foucault's method seem to capture the unique quality of rhetoric as an event, rather than as a collection of representative symbols. The particular application of the method in this study generated several potential hypotheses concerning contemporary rhetorical practice. These implications range from a need to redefine the rhetorical concept of the public to a need to reconsider the influence of speakers' institutional affiliations on those speakers' discourse.

DECEPTION AND AROUSAL: ISOLATING THE BEHAVIORAL CORRELATES OF DECEPTION

Order No. DA8424414

DETURCK, MARK ALLEN, PH.D. *Michigan State University*, 1984. 79pp.

The present study employs a physiological arousal framework based on Hull's (1943) drive-reduction learning theory to explain why liars and nonliars engage in different patterns of verbal and nonverbal displays. Although most communication researchers have claimed liars' behavior differs from nonliars' because they are aroused, only the polygraphy literature has shed light on this critical theoretical assumption. Yet polygraphers have not directly tested liars' arousal levels with nonliars' but only "eyeballed" the graphic differences.

The present study tested this critical theoretical assumption and sought to isolate the behavioral idiosyncrasies of deceptive communicators. To test these concerns, three separate groups of communicators had their skin resistance monitored and were videotaped during two separate interviews after they had been implicated in a cheating situation. Two groups paralleled earlier deception research: Unaroused truthful communicators and deceivers. A third group of truthful communicators was subjected to a noise stimulus so as to yoke their arousal to a level comparable with deceivers' arousal.

Results obtained supported the hypothesis that communicators shifting from a truthful to a deceptive message experienced an increase in sympathetic activation when compared to consistently truthful communicators. Moreover, as expected, when communicators shifted from a truthful to a deceptive message they displayed an increase in adaptors, hand gestures, speech errors, pauses, and response latency, and a decrease in message duration compared to their truthful unaroused counterparts. Comparing liars' behavior to aroused truthful communicators' behavior revealed several similarities to the unaroused truthful/deception analyses: Liars engaged in more adaptors, hand gestures, paused more, and took more time to respond to interviewer's queries.

The present study also examined whether the "internalizer-externalizer" results from the nonverbal literature apply to deceptive communication. This literature reports that men communicating emotional reactions to stimuli experience greater physiological arousal (internal) and display fewer overt cues (external) than females, who communicate similar emotional reactions with less physiological arousal but greater overt or behavioral expression. Regression analyses revealed a number of significant arousal-behavioral relationships. Implications of the results and recommendations for future research are discussed.

REASON AND RHETORIC: THE INFLUENCE UPON RHETORIC OF MAJOR PHILOSOPHIC CHANGES IN THE CONCEPT OF REASON

Order No. DA8502370

FINKEL, CANDIDA A., PH.D. *Northwestern University*, 1984. 242pp.

"Rhetoric" is a word whose definition seems remarkably elastic. Under Aristotle it is defined as the faculty of discovering the available means of persuasion. Under Francis Bacon's faculty psychology it becomes an instrument to aid the reason in the better moving of the will. In recent decades, the term "rhetoric" has become both a term of abuse in the ordinary political arena, when it implies "mere" rhetoric, and a term of highest praise among philosophers of rhetoric when it signifies truth-creative human discourse. The argument presented in this dissertation will show that such changes in the definition of rhetoric can be traced to changes in the concepts of reason as set forth by major philosophers of ancient and modern times. Thus the approach here is both philosophical and historical--philosophical in its examination of the differing concepts of reason used in rhetoric, historical in its examination of the sources for each particular concept of reason. The purpose of such examinations is similarly two-fold, one being theoretical and the other persuasive or rhetorical. The theoretical goal is to seek out the roots of contemporary rhetorical theories in the Renaissance changes in the concept of reason. The argument is that the major contemporary definitions of rhetoric can be traced back to one of three key Renaissance philosophers: Francis Bacon, Rene Descartes, or Giambattista Vico. The rhetorical goal is to urge contemporary rhetorical scholars to re-examine and hopefully return to the Aristotelian definition of rhetoric.

It is argued that the particular kind of reason found in Aristotle's *Rhetoric* is based upon four characteristics: plausible conviction, opinions, passions, and values. These four characteristics become the basis for analyzing the concepts of reasoning belonging to all the philosophers discussed in this dissertation. The position presented in each chapter is that only if there is a place in each philosopher's definition of reason for plausible conviction, opinions, passions, and values, will there be an important place in that system for rhetoric.

A NEUROPSYCHOLOGICAL FRAMEWORK FOR THE ASSESSMENT OF COMPETING THEORIES OF RHETORIC AS EPISTEMIC

Order No. DA8429087

HARGERT, KATHY LYNN, PH.D. *The Pennsylvania State University*, 1984. 366pp. Adviser: Gerard A. Hauser

This investigation examines the symbols of both thought and language for the purpose of evaluating competing theories of rhetoric as epistemic. Emerging from the literature on rhetoric and knowing are assumptions about the nature and function of the human brain that are no longer tenable in light of the evidence from neuropsychology since the advent of microtechnology. To update the literature and correct the assumptive base of the past, this investigation presents a meta-theoretical framework for understanding the symbols of both thought and language in terms that are compatible with the state of the art in cognitive theory.

From the history of epistemology, three perspectives toward the symbols of thought were isolated and traced to their correlates in the

cognitive sciences. By isolating from this survey those characteristics that were found to be most neuropsychologically adequate, this investigation advanced a definition of "knowing," and a description of the cognitive symbol that were consonant with the most recent evidence from neuropsychology. Three prespectives toward the symbols of language were then examined and compared with the symbols of thought. By articulating the characteristics that were common to both thought and language, this investigation advanced a perspective from which the symbol itself could be viewed as inherently epistemic. With this perspective as a framework, the investigation assessed twelve competing theories of rhetoric as epistemic. Of the theories examined, most were found to advance claims about the nature of symbolic interaction that were at variance with the characteristics they imputed to the symbol itself. Only one theory developed a position that was based on an interactional perspective toward the symbol, and only that one made a viable claim to knowing.

This investigation concluded that neither a theory of language, nor a theory of meaning has as yet been developed that can adequately address the interactional characteristics of the symbol itself. The metatheoretical framework advanced by this investigation presents guidelines for the development of a theory of meaning that would be compatible with the goals of George Herbert Mead, but not subject to the theoretical difficulties that were found to be inherent to his position.

TESTING THE SPIRAL OF SILENCE HYPOTHESIS: TOWARD AN INTEGRATED THEORY OF PUBLIC OPINION

Order No. DA8502212

LASHIN, YASSIN AHMED, PH.D. *University of Illinois at Urbana-Champaign*, 1984. 265pp.

This dissertation is an attempt to reach an integrated theory of public opinion by testing hypotheses from the spiral of silence theory, the notion of pluralistic ignorance, and that of looking-glass perception. Moreover, the author tries to benefit public opinion theory from findings in communication research and those from social science, especially the research done on conformity.

The survey research method was employed to carry out this study. Using the phone interview, 391 subjects were asked questions related to the spiral of silence, pluralistic ignorance, and the looking-glass perception. Standardized questions about the use of media and media use were asked.

The study points out that the public opinion process is not as simple as described in the spiral of silence theory: there are too many variables interacting in the process of public opinion formation and the relative power of these variables is subject to change. Also, the study points out that the spiral of silence exists, but the mechanisms of the theory do not work all issues, for all people, and under all circumstances.

This study presents an alternative way in looking at the public opinion process by providing a modification to the spiral of silence theory to make it applicable for most issues, most people, and under most circumstances. Moreover, the study raises questions for future research to deeply investigate the public opinion process.

INTERNATIONAL COMMUNICATIONS AND THE POLITICAL ECONOMIES OF DEVELOPING NATIONS

Order No. DA8428273

MEYER, WILLIAM HARRY, PH.D. *The University of Iowa*, 1984. 249pp. Supervisor: Associate Professor Benjamin A. Most

This research takes certain claims advanced by advocates of a New World Information Order (NWIO), puts them into their historical and theoretical contexts, and tests them empirically. NWIO supporters, relying heavily on structural theories of international relations, charge that international communications are "imbalanced"; that the Western press is biased in its reporting on the Third World; and that Western media imported into developing nations stimulate a demonstration effect, leading to conditions of "cultural imperialism" and domestic violence in the Third World.

Claims regarding "imbalances" and "biased" reporting are investigated using aggregate data in combination with a news flow study of English-language dailies from Black Africa. The findings show that developing nations are partially dependent upon Western sources for television programming and international news reports. Results also show that news reports taken from Western transnational news agencies focus more on "spot" news about diplomacy, wars and disasters while reports taken from non-aligned agencies focus more on news about Third World development.

News flow data are also used to test the structural hypothesis that international communications are "non-colonial" in nature. Evidence is found which questions the validity of this claim.

Claims that Western media promote "cultural imperialism" and domestic unrest in the Third World are tested using a sample of twenty-four developing nations. Multivariate regression is employed to assess the relevant statistical evidence. Results show that imported Western media are not associated with trends toward Westernization of Third World cultures. Rather, Westernization is associated with increasing economic development (in the poorest of developing nations) and increasing press freedom (in the Third World as a whole).

Results from this study also call into question the structural thesis that Western media contribute to political unrest in the Third World. In the twenty-four nations sampled, increasing levels of domestic violence are associated with higher levels of economic development and lower levels of press freedom; but not with increasing imports of Western media.

THE UNCONSCIOUS CONSPIRACY, REAGANOMICS AND THE RHETORICAL EMERGENCE OF THE CORPORATE CITIZEN

Order No. DA8425078

MORRIS, SARRY ALAN, PH.D. *Indiana University*, 1984. 212pp.

There is no more inviolate abstraction in the American value system than the sanctity of the individual. The perfectability of the individual is the reason for the existence of our social institutions. In practice, however, that sanctity is challenged. As the complexity of social life increases, the ability of the individual to exert significant influence decreases. Social science has recognized the decline of the functional importance of individual, non- cooperative effort, but as yet our social mythology has not.

The modern corporate technostructure poses a substantial threat to the sanctity of the organic individual by making him functionally obsolete. In 1886, the Supreme Court, by granting businesses all of the Constitutional rights guaranteed to individuals, created a "Corporate Citizen." As the Corporate Citizen's economic influence expanded, his request for social influence grew in kind. In other words, he sought to infringe upon the functional territories of his organic counterpart.

Among the most important individual functions is that in which the person negotiates his rights and responsibilities in relation to the social whole, as represented by government. This dissertation refers to that negotiation process as the Democratic Equation. In the 1970s, the Corporate Citizen decided his best interests lie in intruding on the Democratic Equation, and Ronald Reagan's 1980 Presidential campaign provided an effective environment for doing so.

The dissertation describes the Corporate Citizen's rhetorical campaign to gain legitimacy as an "individual" social voice. It then analyzes that campaign by describing and discussing the myth-themes employed by the Corporate Citizen. These themes include the Amorality of the Doing of Business, the Heroic Entrepreneur, the Profit Totem and Acquisition Ritual, and the Two-Headed Demon of Government and Socialism. While these themes are only partially based in fact, each has evolved through the earliest days of the American corporation to the present. That history and a history of the Reagan campaign are provided for readers less knowledgeable in those areas.

A RHETORICAL PERSPECTIVE FOR THE STUDY OF SCIENTIFIC DISCOURSE

Order No. DA8429125

PRELLI, LAWRENCE JOHN, PH.D. *The Pennsylvania State University*, 1984. 511pp. Adviser: Gerard A. Hauser

The rhetorical perspective on scientific discourse presented in this project is the result of an inquiry into three levels of rhetorical thinking. First, guided by the insights of classical and contemporary rhetorical thinkers, a rhetorical perspective is generated. This general theory of rhetoric prescribes how to think rhetorically about any

discursive genre. Included in the general theory is a conception of rhetoric that specifies how the discourse of any given field may be viewed as rhetorical discourse and a general theory of rhetorical invention that prescribes methodological assumptions, questions, and guidelines which facilitate development of rhetorical procedures for the study of the rhetorical discourse of a given field. Second, the general theory of rhetoric is used to generate a rhetorical perspective that prescribes how to think rhetorically about scientific discourse. This "rhetoric of science" is a reinterpretation of Kuhn's view of scientific activity from a rhetorical perspective. Included in this special theory is a conception of scientific discourse as rhetorical discourse and a special inventional theory for the rhetorical study of scientific discursive content. The special inventional theory includes a conception of rhetorical purpose, a *stasis* procedure for analysis of issues, and an inventory of recurrent rhetorical *topoi*. Third, the special theory is applied as a critical orientation for thinking rhetorically about specific instances of scientific discursive controversy. Both the rhetoric of science employed during the *McLean v. Arkansas* "Balanced Treatment" trial and during the establishment of the double-helical structure of DNA as a significant scientific knowledge claim serve as illustrations of the critical utility of the special theory. The rhetorical perspective prescribed by the general theory can be employed in generating special rhetorical theories for any discursive genre. The special rhetoric of science generated in this study is a case in point. Moreover, the special theory establishes conclusively that scientific discourse is rhetorical and supplies procedures for critical investigation of the rhetoric of science. The critical applications illustrate with precision how scientific knowledge claims are rhetorically established or subverted before the authorizing scientific audience.

SOME PHILOSOPHICAL AND PSYCHOLOGICAL PRESUPPOSITIONS IN FOUR THEORIES OF LISTENING TO RHETORIC Order No. DA8419695

WERTHEIMER, MOLLY, PH.D. *The Pennsylvania State University*, 1984. 381pp. Adviser: Carroll C. Arnold

This thesis investigates how we ought to think about listening to rhetoric as human experience. It is motivated by the impasse reached in listening research over the fundamental question of what listening is: Is it a unitary process or a complex of activities cued into operation by situational factors?

To discover a fruitful way to think about listening four theories of rhetoric are examined--Aristotle's, Augustine's, Campbell's, and Woolbert's. Each is explored for its philosophical and psychological assumptions about rhetorical communication. The assumptions are used to reconstruct in Chapters Two, Three, and Four how listening operates along three dimensions--respectively, moral, creative, and critical dimensions. Chapter Two probes the sources' views on listeners' obligations: What "mental sets" should listeners activate when they are in rhetorical relationship with speakers? Chapter Three investigates how listeners make meaning of or from the heard: Is the process active or passive, voluntary or involuntary, conscious or unconscious? Chapter Four explores the interplay of critical judgments listeners must make in order to reach closure: How do feelings, trustworthiness, and arguments influence listeners' final choices and decisions?

Chapter Five reviews the findings, casting them into propositions and discussing them according to issues debated in contemporary rhetorical theory. Listening is presented as an art of communicative interaction. The impasse between listening as a unitary process and as a complex of activities becomes a pseudo-problem. Today, the central research question should be: What does it mean for persons to interact riskfully and uncertainly with the rhetorical messages of potentially influential others? This question emphasizes that in all listening to rhetoric listeners must artfully balance their desire to conserve their autonomy with desire to learn from others about better and best ways to be. The question suggests that weighing alternatives requires active deliberation; hence, a view that excludes listeners' deliberative balancing as too difficult to study empirically is dreadfully elemental and inadequate.

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